

**Understanding Perceptions of What Is  
Important to Subjective Quality of Life:  
Using the Global Person Generated Index  
in Northeast Thailand**

**Faith Martin**  
University of Bath, UK

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## Abstract

The Thai “Global Person Generated Index” (GPGI) is an individualised measure of quality of life (QoL), which asks participants to name up to five areas of life that are important to them. These areas are then rated in relation to the participant’s imagined ideal state. The importance of each area is also rated. The measure is highly participatory and may also be useful for understanding the nature of QoL as areas nominated as important to QoL reveal both aspects of life that participants would like to improve and areas that are already positive and require maintenance. Additionally, by asking participants to provide brief information about the areas they nominate, information is gained regarding the nature of these areas of life and how areas are perceived as connected. Analysis of the GPGI’s statistical properties shows it to be valid and reliable for group comparisons. The procedure is quick to use, statistically sound, and provides essential detail about people’s priorities.

Data generated from a sample of over 200 people in NE Thailand elicited themes such as the importance of keeping families together, which may become a priority for policy makers. Potential points for intervention were also seen, for example the issue of land ownership in one site was causing insecurity and having a negative impact on QoL. Additionally, some forms of manual labour (for example, making fishing nets or working in chemical factories) appeared to have a negative impact on health, which require considerable income to redress. This example demonstrates some of the complex and occasionally conflicting links between different aspects of QoL.

These findings show that not only can the GPGI provide statistically sound ratings of QoL, it also offers an understanding of how people perceive their QoL and may be used to help inform policy.